

Toward the Future



Our mission

Leucan's mission is to enhance the well-being, healing and recovery of children with cancer and ensure support for their families.

Our values

Respect
Excellence
Transparency
Integrity
Commitment

Our volunteers

Leucan is supported by close to 10,000 volunteers. On behalf of the children of Leucan, we sincerely thank them for their enthusiasm and dedication.

About Leucan

Leucan is an association founded in 1978. Besides its headquarters in Montreal, Leucan is present in nine regions in Quebec and has more than 7,000 members.

IT IS THANKS TO OUR VOLUNTEERS THAT LEUCAN CONTINUES TO FULFILL ITS MISSION!

FOR LEUCAN, 2006-2007 WAS A YEAR OF GROWTH, AS THE ORGANIZATION KEPT AN EYE ON THE FUTURE AND MADE MAJOR STRATEGIC DECISIONS TO OFFER A SAFETY NET TO FAMILIES AND TO ASSURE LEUCAN'S CONTINUITY.

Leucan once again reported growth in 2006-2007. Revenues increased by nearly 24 per cent, thanks to the organization's slate of financial activities, the support of the business community, and the growing generosity of Quebecers, particularly during public fundraising events. Campaigns, such as the *Shaved Head Challenge*, were met with phenomenal financial success and created a media visibility and public awareness that had never been seen before. The *My friend needs my help... money box* Campaign was also a huge success and we once again were thrilled to be able to turn to our trusted volunteer organizers in successfully running Leucan's fundraising events.

Leucan's management of its administrative expenses helped to keep operating costs to 10 per cent, and we devoted 68 per cent of our expenses to supporting our pediatric oncology centres throughout the province and helping children with cancer and their families.

This year, we also took a step back and conducted a deep reflection on the future of Leucan and its goals. Strategic studies allowed us to identify important targets that will guide us to 2010. These targets include: supplying a safety net to our families, developing a favourable environment for pediatric oncology, and assuring Leucan's continuity. The organization, while continuing to provide professionalized programs and services, has identified the principle of accompaniment as its work philosophy – a principle that offers quality presence and support to families everywhere in Quebec. A new financial support policy, effective April 1, 2007, was also adopted and offers all families access to grants and specific funds.

This reflective exercise also allowed us to take a look at the harmonization of our services across Quebec. Over the next three years, Leucan hopes to offer equal or equivalent services to all families, regardless of where they are in the province.

Leucan also decided that attention should specifically be paid to young adults who are cured of pediatric cancer with the introduction of a distinct assistance program for them in the future. In February 2007, Leucan held a study day to examine the issue.

Leucan gave \$1.25 million to Quebec's pediatric oncology centres, of which more than \$450,000 was slated for clinical research, and \$650,000 was used for the creation of a financial support fund. Leucan also financed an innovative pain-reduction project called hypnotic analgesia. The organization increased its presence, meanwhile, at the Montreal Children's Hospital of the McGill University Health Centre (MUHC), where all of our services and programs are now being offered.

Leucan's expertise is very much in demand, both here in Quebec and abroad. In June 2006, Leucan took the first step in introducing its

expertise by making a presentation on its massage therapy program to the John XXIII Oncology Research Centre in Rome, Italy. In November 2006, the same program was unveiled at the Integrated Oncology Society's annual forum in Massachusetts, USA. Leucan was also present in April 2006 at the 16th congress of the Réseau des soins palliatifs in Quebec City and at the third forum on cancer in Quebec.

Leucan's exceptional position must be maintained as we approach 2010. In order to keep its place in the hearts of Quebecers, Leucan will need to emphasize the contents messages to get people to better know its innovative programs and services as well as its pediatric oncology leadership.

All of these projects are possible thanks to the support of our many loyal volunteers who actively participate in our mission. Heartfelt thanks to all of you! We also thank the members of the Board of Directors, the regional management committees, and all Leucan's employees, who are an example of dedication and excellence. We express our recognition to the doctors and treating personnel at all pediatric oncology centres who provide quality care to our children.

In closing, we also warmly thank all our donors and partners. Their financial support is what keeps an organization like ours going, as we do not benefit from any government subsidies. We are so thankful for the hope you have given to the children of Leucan.

Thanks to all of you for bringing us into the future!

Martine Carré
President
Board of Directors



A STRONG PRESENCE AT ALL PEDIATRIC ONCOLOGY CENTRES IN QUEBEC

Leucan is the only organization present in all four pediatric oncology centres in Quebec. They include the Sainte-Justine UHC, the Montreal Children's Hospital of the MUHC, the Centre mère-enfant du CHUQ and the CHUS. Two major factors distinguish Leucan's unique position in these centres: the excellent services provided by its personnel to children with cancer and their families, and the financial assistance provided by the organization, which goes, among other things, toward clinical research. In 2006-2007, Leucan donated \$1.25 million to pediatric oncology centres in Quebec. More than \$450,000 of this amount was earmarked for clinical research, and \$650,000 was dedicated to the creation of a financial support fund.

In 2006-2007, we made plans for the future

The strategic orientation process that Leucan underwent in 2006-2007 allowed the organization to implement important milestones for the future. One of these was **the adoption of an accompaniment-based philosophy**.

Leucan has always given support to its members during every stage of cancer, even during the grieving period. This sense of accompaniment is aimed at buffering some of the difficulties families face in dealing with the illness. In 2006-2007, Leucan reaffirmed this principle as its work philosophy. This means that the organization will continue to accompany families by **offering quality presence and support, emphasized by respect and empathy**, while maintaining a climate of security. Leucan achieves this goal by employing qualified and trained personnel who respect existing ethics.

This philosophy is also aimed at the ongoing professionalism of its services and programs, as well as the commitment of its members and volunteers, in a spirit of co-operation. Leucan wishes that all of its teams will integrate this philosophy by 2010.



Leucan and clinical research

The risk of a child developing a cancer between the age of 0 to 19 is 1 in 400 in Quebec. Each year, about 250 to 270 new cases are diagnosed. In 2006-2007, to enable them to have access to the best existing treatment protocols, Leucan donated more than \$450,000 worth of clinical research funds to Quebec's four pediatric oncology centres.



An overview of services offered by Leucan at Quebec pediatric oncology centres in 2006-2007

Welcome, support and follow-up service

- 197 newly-diagnosed children
- Meet-and-greet dinners for 480 parents and 100 children at the Sainte-Justine UHC, the Montreal Children's Hospital of the MUHC and the Centre mère-enfant du CHUQ
- 1,457 hours of respite, babysitting and listening for children and parents

Animation and entertainment service

- 32,229 visits by children and 26,313 accompanied visits to games rooms at the Sainte-Justine UHC, the CHUS and the Centre mère-enfant du CHUQ
- 2,110 referrals to Leucan's services, 3,645 to the UHC's, 60 to external resources and 7,395 accompaniments through random parental visits at external or day clinics

Massage therapy service

- 1,600 accompanied visits and 2,146 massages during hospitalization or visit to a day clinic

Hypnotic analgesia: an innovative pain relief project

In May 2006, four young adults who were undergoing pediatric cancer treatment joined three professionals from the Sainte-Justine UHC and a Leucan representative in evaluating a program involving hypnotic analgesia, self-hypnosis and massage therapy at the Robert-Debré UHC in Paris. The goal of the visit was to study the feasibility of offering the same program in Quebec. The program received high praise from the delegation, and by the winter of 2006, a team from the Sainte-Justine UHC accompanied a group of researchers in working to implement a similar innovative project. The goal was to offer caretakers more avenues in treating children with cancer and providing parents and children more autonomy. Leucan is financing this project and hopes to implement it in a few years.

Leucan boosts its services to the Montreal Children's Hospital of the MUHC

Leucan is now offering parents of children staying at the Montreal Children's Hospital of the MUHC a bit of respite and babysitting services thanks to a group of volunteers trained by the organization. Since 2005, Leucan has been offering all of its services and programs, distributing information kits, and organizing thematic lunches at the Children's Hospital. Leucan has also been featuring personalized animated events and monthly dinners for hospitalized children since December 2006.

Leucan is the organization that offers the most complete services to its members. As it remains active in hospitals, but also in the daily lives of children with cancer, Leucan provides them and their families a host of services specially adapted to their needs throughout Quebec.

A child's illness doesn't stop at the hospital. It is very much a part of his/her life at home, school and recreational circles. Aware of this reality, and in a spirit of cohesion, Leucan continues to **work hard to offer quality presence** through the harmonization of its services and programs throughout the province. This is done during the treatment process and through post-hospitalization support, when the child returns home.

Leucan offers basic programs and services to all of its members who are released from hospital:

- Welcome, support and follow-up service;
- Financial aid policy;
- Massage therapy service;
- Social and recreational activities and School Awareness Program.

2006-2007 overview:

- Leucan's **welcome, support and follow-up service** made **3,649 phone follow-up inquiries and home visits**, and loaned **200 documents**. Leucan also organized **52 support and sharing activities for 2,000 people**.
- Leucan gave **\$191,703 in financial support**.
- Children with cancer, their siblings and parents received **4,380 residential and hospital massages**.
- Leucan coordinated **80 social and recreational activities** for a total of **6,119 participants**.
- Some 25 volunteers met with **13,614 students** at 86 schools and 566 classrooms across Quebec, as well as 35 Leucan families as part of the **School Awareness Program**.

A new financial aid policy to support fairly all Leucan's families

Having recognized that regardless of a family's annual income, pediatric cancer can be a major financial drain on any household, Leucan's Board of Directors adopted a new policy on February 15, 2007 that governs its financial assistance program. Implemented on April 1, 2007, the new policy means that each case will be evaluated according to its specific requirements. This means that funds will be made available to help Leucan's families meet their daily needs, and will be adapted accordingly.



HIGHLIGHTS OF LEUCAN'S SERVICES AND PROGRAMS

Leucan stands out in Canada and abroad

In October 2006, Leucan gave its massage therapists the go-ahead to share information about their program with other experts in the field. This resulted in the exchange of expertise between Leucan massage therapists and Dr. Marco Bonanno, a psycho-oncological clinician with **AGOP**, an **Italian association** of parents with children battling cancer. 24 massage therapists from across Quebec participated in these forums, which will open the door to innovative research in massage therapy.

Publications

- "Massage Therapy: Gujcek offers a massage therapy program for persons with cancer and their families." *Onco Nursing*, summer 2006.
- "Unique program for children with cancer." *Massage Therapy Canada*, summer 2006.
- "Leucan's palliative care accompaniment." *Réseau des soins palliatifs du Québec* bulletin, March 2007.

Conferences

- Conference on massage therapy for the terminally ill – as part of the 16th congress of the **Réseau des soins palliatifs**, held in **Quebec City** in April 2006. Lyse Lussier, Leucan's director of programs, services and research, and Andrea Laizner – nurse, Ph.D., a consultant in scientific nursing research at the MUHC and an associated researcher at the Sainte-Justine UHC – received a **\$5,000 grant** for their research project on the evaluation of massage therapy for the well-being of children with cancer and their families.
- Conference featuring Lyse Lussier at the John XXIII Oncology Research Centre in Rome, **Italy** in June 2006. The conference focused on training massage therapists who are specialized in treating persons suffering from cancer. This presentation is the first step as part of an exchange of expertise involving Leucan and health professionals working in pediatric oncology.

Forums and congresses

- As a partner of Coalition Priorité Cancer, Leucan funded and organized the **third forum on cancer in Quebec** in April 2006. The forum addressed possible solutions in seeking to reconcile issues involving work, family and cancer.
- In May 2006, Leucan attended a meeting of representatives of **Canadian summer camps for children with cancer**. Held in Toronto, the meeting saw representatives discussing the well-founded idea of forming an association of summer camps for children with cancer as a way to improve norms and service.
- Caroline Rivest and Karina Carola, respectively responsible for Leucan's games room at the Sainte-Justine UHC and responsible for Leucan's social and recreational activities, shared the expertise of Leucan's personnel who work in accompanying youth who are in the pre-terminal or terminal phase of cancer during the third annual **pediatric palliative care congress**, held in Montreal in September 2006.
- In November 2006, during the **Integrated Oncology Society's annual conference** in Massachusetts, **USA**, Lyse Lussier spoke about the history and development of Leucan's massage therapy program with four other massage therapy pioneers who work with people with cancer.



On February 24, 2007, Leucan hosted a **day-long forum on the experiences of young adults who are cured of pediatric cancer**. The organizing committee included Dr. Sharon Abish, pediatric oncologist at the Montreal Children's Hospital of the MUHC, Dr. Josée Brossard, pediatric oncologist with the CHUS, Stéphanie de Maria, Messenger of Hope for Leucan, Dr. Caroline Laverdière, pediatric oncologist with the Sainte-Justine UHC, Maureen McCrory, social worker at the Montreal Children's Hospital of the MUHC, and Pierre Verret, pivot nurse at the Centre mère-enfant du CHUQ. Participating at this event were 64 youth under the age of 18 – all of whom were treated at one of the four pediatric oncology centres in Quebec. They spoke of their experiences and how they discovered a multitude of resources that met their needs. This day-long consultation is one of the first steps of Leucan's follow-up program for children who are cured of pediatric cancer.



In 2006-2007, Leucan equipped itself with the necessary tools to better quantify the work accomplished by the organization's employees and many volunteers. With these statistics, we are now in a position to unequivocally affirm that Leucan's programs and services are firmly established in almost all of Quebec's regions.

Leucan is in the midst of a self-evaluation process that will pave the way to greater harmonization and equity across the entire territory of Quebec. Even if a particular region does not have a regional management committee (RMC), Leucan wants to make sure that each child and family battling cancer will have access to the organization's programs and services. For example, families will be offered phone follow-up and massage therapy, as well as group activities and access to the School Awareness Program. This approach will allow more and more families to meet and help each other – whether they live in large urban centres or in isolated regions.

Highlights of 2006-2007 for regions with an RMC

In the **Abitibi-Témiscamingue** region, this was the year they introduced social and recreational activities to its program. These included monthly coffee gatherings, family barbecues and a Christmas party. A total of six get-togethers were held for members, Leucan personnel and its precious volunteers, as a show of support and solidarity.

9 children in treatment / 362 active members

In September 2006, 18 families from Leucan's **Eastern Townships** region gathered at the Centre de villégiature Jouvence to take part in various activities and to enjoy massage therapy. The event was also an opportunity for families and friends to share a time of relaxation and conversations. The weekend was primarily funded by a financial gift from McDonald's restaurants in the Eastern Townships. The restaurant chain is expected to repeat the gesture next year.

16 children in treatment / 376 active members

In the **Lanaudière** region, services for families were further developed to include massage therapy for children who are undergoing cancer treatment and are back home, as well as social and recreational activities and follow-up.

29 children in treatment / 737 active members

For the past three years, generous Leucan partners have been organizing a Christmas party for members in the **Laurentians** region. This year, 231 members were entertained by Christmas elves who lavished their guests with a four-star dinner and a visit by – who else – Santa Claus.

32 children in treatment / 837 active members

The first gathering of the Heart-filled hope group in the **Mauricie and Central Quebec** region coincided with a Christmas party at the Musée québécois de culture populaire. A dozen youth also enjoyed a short stay at the old prison in Trois-Rivières, which is located next door to the museum.

18 children in treatment / 807 active members

In the **Montérégie** region, 20 massage therapists provided a total of 1,577 home massages to 293 members – a 29 per cent increase over the previous year. The winter camp, meanwhile, was enjoyed by 49 parents and children.

94 children in treatment / 1,961 active members

Leucan **Outaouais** had a host of activities on their 2006-2007 social calendar, including a parents' dinner, a Christmas party, a sugaring off event, slides, a special get-together with former Habs superstar Guy Lafleur and a summer party in the heart of winter, featuring a unique tropical taste.

16 children in treatment / 343 active members

More than 250 members of Leucan **Région Québec** took part in a day of outdoor leisure and relaxation at the Village Vacances Valcartier waterpark and campground. The event was courtesy of Stéphane Pépin, owner of Gestion 3 dans 1 and his partners.

37 children in treatment / 1,119 active members

The Leucan **Saguenay-Lac-Saint-Jean** region's Christmas party, held at the cégep de Chicoutimi, hosted more than 23 families, for a total of 120 people who got to meet Santa Claus and participated in a teddy bear decoration activity.

15 children in treatment / 544 active members

Regions without an RMC:

Montreal-Laval region *115 children in treatment / 2,889 active members*

Bas-Saint-Laurent region *16 children in treatment / 465 active members*

Chaudière-Appalaches region *17 children in treatment / 519 active members*

North Shore region *4 children in treatment / 127 active members*

Gaspésie and Îles-de-la-Madeleine region *4 children in treatment / 150 active members*



GENEROSITY AND SOLIDARITY HELP GENERATE LEUCAN'S SUCCESSFUL FUNDRAISING CAMPAIGNS

Leucan's third annual *Shaved Head Challenge*: a heart-warming collective effort

Leucan's *Shaved Head Challenge* has experienced outstanding growth since the event was first launched in 2001 – and in 2006, the trend continued, as the third provincial edition proved to be a phenomenal success, with more than 5,100 people getting their heads shaved, and over \$2.5 million in raised funds.

While the 2006 *Shaved Head Challenge* campaign was a first for the greater Montreal region, the event was held simultaneously in 21 locations throughout the province. Results for 2006 were most impressive when compared to the previous year, as the number of participants doubled and the amount of money raised tripled. The *Shaved Head Challenge* is now considered to be the biggest annual public event for Leucan.

Leucan wishes to salute the remarkable collective effort and generous contributions of Serge Tremblay, founder and president of the event's provincial organizing committee, Antoine Bertrand, provincial spokesperson, all participants, donors and volunteers, provincial partners – the Fédération des producteurs d'œufs de consommation du Québec, Bleublancrouge, Média Experts, Groupe Jean Coutu, Schick Quattro and Sports Experts – as well as scores of regional partners.

Henri Richard makes the cut by joining a winning team

Former Montreal Canadiens great Henri Richard decided to put his stylish locks of hair on the chopping block during the 2006 *Shaved Head Challenge*. Thanks to the generosity of many Quebecers, Richard successfully reached his goal of raising \$100,000 for Leucan. The ex-captain of the Habs, and the holder of 11 Stanley Cup rings, agreed to go under the razor

Montreal *Shaved Head Challenge* child spokespersons William Bernaquez and Anne-Josée Trépanier pose with provincial spokesperson Antoine Bertrand. In the background: Henri Richard, barber Ménick and journalist Roger Brulotte, who served as president of the event's Montreal campaign.

manned by none other than Ménick, the affable sports barber. For Richard, joining Leucan was the most rewarding and symbolic cut of his career!

Quebec's business community shows its solidarity

Many *Shaved Head Challenge* participants decided to bring the event directly to their workplace in 2006. The activity resulted in tighter bonds with employees, who joined together for a common goal: helping children with cancer. In Montreal, the campaign was a huge success, as employees showed their solidarity and enthusiasm for the cause. The results were nothing short of impressive: 51 company challenges, 277 heads shaved, and more than \$235,000 in raised funds. This segment of the *Shaved Head Challenge* was greatly supported by two key media partners in the region: CKAC radio and the Canadian Traffic Network.

Among the hundreds of group challenges that were held in the province, some managed to raise more than \$10,000. Of these: the Challenge's major partner, the Fédération des producteurs d'œufs de consommation du Québec, Gaz Métro, Flextronics, the Centre hospitalier de Verdun, Gildan, Groupe Proxim, the parks and recreation division of Montreal's Mercier-Hochelaga-Maisonneuve borough, the City of Montreal, Vidéotron, Pratt & Whitney Canada, Canam Manac, the Collège Durocher of Saint-Lambert, Saint-Bernardin elementary school in Waterloo, the Centre financier aux entreprises Chaudière-Sud and Pomerleau.

My friend needs my help... money box Campaign

Led by students, teachers and volunteers, the provincial Halloween *My friend needs my help... money box* Campaign is an increasingly popular event. The 2006 drive received the support of about 750 schools throughout the province of Quebec. Some 100,000 students participated, resulting in \$456,000 worth of donations for Leucan. This is twice the amount of money raised when Leucan held its first Halloween money box campaign in 2002. The money raised allows Leucan to finance its services in various outlying regions of the province, as well as the School Awareness Program. Leucan volunteers received the precious support of 157 schools in 2006, as students and teachers participated in a fundraising contest called "Join in and roll in the coins". This activity helped alleviate some of the responsibilities and fostered strong bonds between teachers and students.

In 2006-2007, Leucan's fundraising campaigns and activities helped raise more than \$4,760,000. This is a 17 per cent increase over the previous year.

Community support

They help organize tournaments, lunches, dinner events, sports activities... and are also loyal supporters of children with cancer. Leucan is touched by the dedication and actions of these volunteers who sensitize their immediate surroundings about the reality of what a child goes through when combating cancer. Activities and events organized by these same volunteers helped raise \$185,000 over the past year. They include the Aéroports de Montréal Bazaar, the *Demolition Derby of Saint-Chrysostome*, the *Voi(e)x d'espoir* choir concert, the *Omnium des Neiges*, the *Omnium Michel Blouin*, the *Normand Laurence Invitation golf tournament*, the Philippe Turmel golf tournament, the Angélique Di Tillo shave-a-thon lunch and the Louise Labelle and Jean Picard fundraising dinner.

Monthly donors

More and more donors are deciding to join Friends of Leucan and support the association on a monthly basis. As they commit to donate monthly, Leucan can count on stable revenues, thus allowing the organization to continue to offer its services and programs.

For those left behind...

Leucan's In Memoriam program allows loved ones to express their messages of condolence. It also represents a source of comfort for grieving families. By donating in memory of a loved one, or through a will, the donor is expressing his/her commitment to Leucan.

The Molson Foundation

The information kit, given to parents of a child who has recently been diagnosed with cancer, has been described as "a kind gesture at a very difficult time" by one mother. The kit, supplied by Leucan during the parents' first meeting with Leucan, contains information about cancer, the treatments and diet details, as well as useful, up-to-date articles. The Molson Foundation's generous donation of \$75,000 will allow Leucan to keep providing this kit to parents for two years.

Karting pour Leucan

The fourth running of the *Karting pour Leucan* race was held in Saint-Roch-de-l'Achigan, presided by Ultramar president Jean Bernier. The race helped raise \$112,000 and provided exciting entertainment for the crowd of business people, artists and sports celebrities who were on hand.

AVQ golf tournament

For the past 15 years, golfers have been attending the Acheteurs vendeurs en quincaillerie (AVQ) golf tournament with Leucan in mind. That is because the tournament sponsors one hole for the organization. So far, the AVQ tournament has raised \$16,500. The event is organized by Pierre Vadeboncoeur.

TELUS: committed to helping the children of Leucan

TELUS is sensitive to the need to actively participate in community development initiatives. That is why TELUS was a major contributor to Leucan's cause in 2006 by donating more than \$313,000. A major part of this amount was provided through TELUS PERKS program, an innovative marketing program that helped raise \$174,650 for Leucan.

The eight annual *TELUS Leucan Classic*, hosted by Samsung, and held at the prestigious Hillsdale Golf Club, raised \$101,000. Karen Radford, executive vice-president and president of TELUS Québec and TELUS Partner Solutions, was the honorary president of the tournament.

A teddy bear sales campaign dubbed the TELUS plush critters, spearheaded by TELUS employees at all their boutiques across Quebec between mid-November and the end of December, helped raise \$37,665.



CSN and Leucan: a happy 10-year union

It is thanks to Céline Charbonneau's initiative that members of the Confédération des syndicats nationaux (CSN) have been pooling their resources over the past 10 years to raise funds for the *Leucan-CSN summer camp*. The CSN's main fundraising initiative – the sale of shirts emblazoned with a drawing done by a Leucan's child – proved to be an unprecedented success in 2006, with 15,000 shirts sold. In addition, the CSN organized a golf tournament and picnic, initiated payroll deductions and various fundraising drives to bring their total contributions to \$200,000 for 2006-2007. Leucan's families are very thankful to CSN members and employees who, over the past decade, have collected close to \$1,335,000 for the Leucan summer camp – a truly generous gesture in bringing a moment of relief to children with cancer.

Drawing, based on the theme "underwater universe", by 11-year-old Leucan child Kim-Anh Vu.



The Défi ski 12 heures, sponsored by Tylenol for children, Motrin for children and SkiBromont.com

The second annual 12-hour ski challenge, organized by Leucan members Mia Sirhan and Thierry Gibson, with the collaboration of *Shaved Head Challenge* founder Serge Tremblay, raised \$80,000. The friendly ski and snowboard competition was started in memory of the organizers' son, Edgar Sirhan-Gibson, and to support families of children with cancer.



One small gesture, one big cause

For every gift box sold at all Souris Mini boutiques, a portion is donated to Leucan. This campaign has been going on for the past five years. In 2006-2007, Souris Mini's gift box initiative raised \$20,500 for Leucan children.

The Fondation Édouard et ses étoiles

The *Fondation Édouard et ses étoiles* seeks to improve the quality of life of sick children, through the funding of "Edouard's room" at the Maison de soins palliatifs de la rivière du Nord, and through the donation of \$30,000 to Leucan. This amount helps fund recreational activities and the financial program in the Laurentian region. This major donation was raised primarily during the *Édouard et ses étoiles* gala, organized by the Vieux Shack pub in Saint-Jérôme.

ACRGTQ and Leucan: the road to a loyal partnership

The five-year partnership between Leucan and the Association des constructeurs de routes et grands travaux du Québec (ACRGTQ) has been based on bringing hope to children with cancer. In 2006-2007, two annual events organized by ACRGTQ members – a casino and a golf tournament – raised \$26,000 for Leucan. That brings its five-year donation total to \$127,000.

Gaz Métro-Leucan clay pigeon shoot

For target-shooting enthusiasts and fans of the great outdoors, the Gaz Métro-Leucan clay pigeon shooting event held at the Valcartier military base was eventful for two reasons: this was the 12th annual event, and with the involvement of major donors, partners, volunteers and 180 shooters, about \$73,000 was raised for Leucan's children.

Simon Gagné golf tournament

The fifth annual Simon Gagné golf tournament helped collect \$56,000 for Leucan's Quebec City region. Gagné, a star forward with the NHL's Philadelphia Flyers, has been hosting this event for the past five years.

The Forzani Group Foundation

The *Mother's Day Walk and Run* fundraising event, organized by the Forzani Group Foundation, now takes place in several Canadian cities at the same time. In Montreal, the 5-kilometre walk took place at Mount Royal Park and raised \$40,000, thanks to the event's organizing committee, numerous volunteers and Group Forzani employees.

The **Abitibi-Témiscamingue** region saw a sharp increase in the number of participants and revenues associated with the *Shaved Head Challenge*. The Sûreté du Québec officers' golf tournament and the Home Hardware sugaring off event in Val-d'Or were held in this region.

The 11th annual **Eastern Townships** Leucan-Valeurs mobilières Desjardins golf tournament raised \$60,000. The tournament was presided by Alban D'Amours, president and CEO of Mouvement Desjardins. Leucan thanks the event's major sponsors, Valeurs mobilières Desjardins and Sherbrooke's Delta Hotel, as well as 260 golfers who helped make this tournament a success. Meanwhile, the inaugural Leucan bowling tournament organized by Pierre Boucher collected \$7,000.

For the fourth year in a row, police officers in L'Assomption/Saint-Sulpice in the **Lanaudière** region challenged their colleagues to participate in a friendly ball hockey tournament. The event raised \$15,000 for Leucan.

For a fifth consecutive year, Messrs. Constant, Mercier and Raymond – the owners of the Pente des Pays-d'en-Haut de Piedmont water slide park – invited people from the **Laurentian** region to enjoy a day on the slides in support of Leucan. By the time the day was over, more than \$12,000 was raised.

McDonald's restaurant officials were on hand when Leucan opened its Trois-Rivières office in 2003, and they continue to be loyal supporters of the organization in the **Mauricie and Central Quebec** region, through their financial support and the exceptional involvement of volunteer Johanne Grenon. The future looks good for that region's partnership between Leucan and McDonald's, and, more importantly, for services to the community.

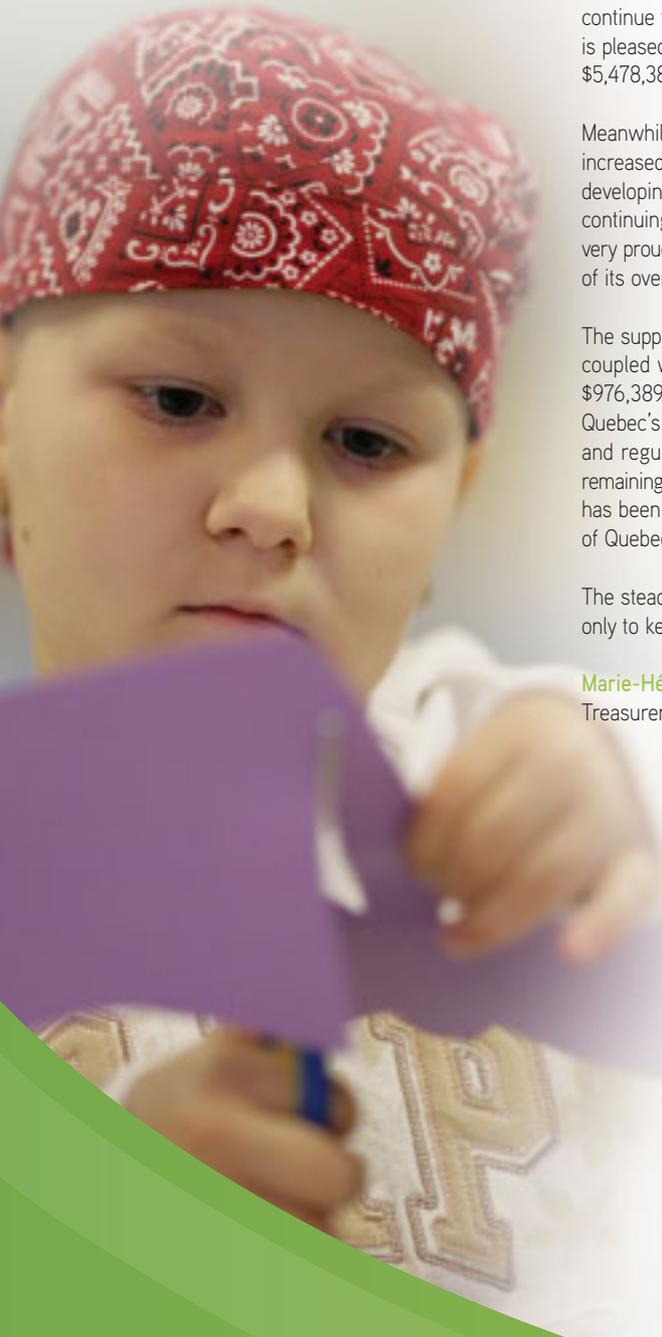
Over and above the funds collected, the support of many financial partners and fundraising event organizers in the **Montérégie** helps thousands of people to be sensitized to the cause of Leucan. This year, fundraising events were organized by the employees and management of the Fromagerie de Granby and Agropur Coopérative, by Meubles Denis Riel, and there were also various golf tournaments held, including the Olymel employees' classic, the *Omnium Guillaume Labonté* and the Granby Cage aux Sports tourney. Employees of the Bromont industrial park also held a walk-a-thon to raise funds for Leucan.

In the **Outaouais** region, there was an increase in the number of initiatives organized by schools, community groups and companies. These activities helped raise a total of \$23,000. Leucan partners include IGA stores in the region, the Association des motos américaines du Québec (AMAQ), the Therrien Jiu-Jitsu school and Kiné-Concept.

Thanks to partners and volunteers, Leucan Région **Québec's** golf tournament attracted some 160 golfers, as the event helped raise \$102,000. For the second year in a row, the *Promenades en camion* event was held in collaboration with Transport Jacques Auger. The event, which invited members of the public to get up close and personal with an assortment of vehicles, featured an exhibit of motorcycles, law enforcement and emergency vehicles, and tow trucks. The exhibit helped raise \$35,000.

In the **Saguenay-Lac-Saint-Jean** region, law enforcement agencies also did their part for the children of Leucan. Police officers in the town of Saguenay hosted a lip-sync show, while the local police union hosted a golf tournament, with funds going to finance Leucan's regional activities.





2006-2007 was a year of continuity for Leucan.

A review of Leucan's financial statements demonstrates that the organization's financing activities continue to represent a major chunk of its revenue generating. And, more importantly, Leucan is pleased to see that revenues increased by almost \$1 million over last year, reaching \$5,478,380.

Meanwhile, the organization's expenses related to family services and research grants also increased, reaching the \$3 million mark. Leucan continues its work across Quebec by further developing its programs and services for children with cancer and their families, while also continuing to supply resources to the pediatric oncology centres in the province. Leucan is very proud to report that it has once again maintained its administrative expenses to 10 per cent of its overall operating costs.

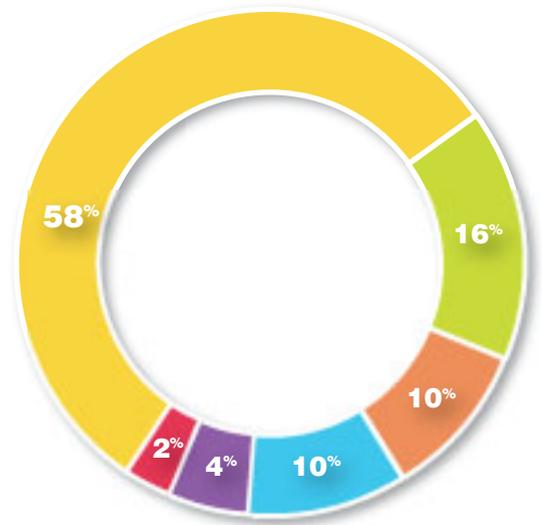
The support and loyalty shown by Quebecers toward Leucan continues to grow. This growth, coupled with our ability to control our spending, allowed us to establish a nest egg of \$976,389. Of this amount, \$650,000 was transferred to a brand new support fund for Quebec's pediatric oncology centres. This means that Leucan will be able to provide stable and regular contributions to the pediatric oncology centres over the next few years. The remaining \$326,389 will allow Leucan to continue to accomplish the vital mission the organization has been assigned to carry out, to provide programs and services throughout the province of Quebec.

The steady collaboration of our donors, partners, volunteers and employees allows us not only to keep Leucan in good financial shape, but also to plan the future with confidence.

Marie-Hélène Primeau
Treasurer

2006/2007 Expenses Breakdown

- Services to children and their families*
- Promotions and development
- Grants for clinical and fundamental research
- Administrative expenses
- Awareness activity
- Amortization of capital assets



*Services at home and in the hospitals.

Leucan Inc.

STATEMENT OF REVENUE AND EXPENSES - YEAR ENDED

MARCH 31, 2007

	2007 \$	2006 \$
Revenues		
Fundraising – net amount	4,760,615	4,095,098
Charitable gifts and bequests	346,935	100,204
Other	314,662	191,256
Investment income		
on unrestricted resources	50,010	41,060
on resources restricted for endowment purposes	6,158	7,714
	<u>5,478,380</u>	<u>4,435,332</u>
Expenses		
Services to children and their families*	2,593,280	2,055,593
Grants for clinical and fundamental research	459,992	734,992
Promotions and development	717,999	598,456
Administrative expenses	468,054	325,366
Awareness activity	189,692	188,038
Amortization of capital assets	72,974	84,547
	<u>4,501,991</u>	<u>3,986,992</u>
Excess of revenues over expenses	<u>976,389</u>	<u>448,340</u>

BALANCE SHEET AS OF MARCH 31, 2007

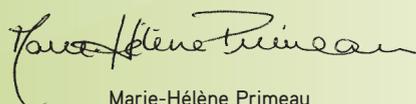
Assets		
Current		
Cash and cash equivalents	818,689	506,880
Accounts receivable	359,281	262,319
Prepaid expenses	169,346	89,666
	<u>1,347,316</u>	<u>858,865</u>
Investments	2,412,463	1,369,273
Capital assets	478,879	442,253
	<u>4,238,658</u>	<u>2,670,391</u>
Liabilities		
Current		
Accounts payable and accrued liabilities	421,697	353,306
Deferred revenues	533,251	106,317
	<u>954,948</u>	<u>459,623</u>
Lease inducements	144,793	49,735
	<u>1,099,741</u>	<u>509,358</u>
Net Assets		
Invested in capital assets	478,879	442,253
Internally restricted		
(In support to Quebec's pediatric oncology centres)	737,679	87,679
Restricted for endowment purposes	116,482	114,987
Unrestricted	1,805,877	1,516,114
	<u>3,138,917</u>	<u>2,161,033</u>
	<u>4,238,658</u>	<u>2,670,391</u>

*Services at home and in the hospitals.

Approved by the Board



Martine Carré
President, Board of Directors



Marie-Hélène Primeau
Treasurer

LEUCAN'S POPULARITY CONTINUES TO GROW ACROSS QUEBEC

2006-2007 was the year that Leucan closely re-examined its strategic orientation. The study concluded that it was time for a major shift in the way that the organization maintains its positioning. Indeed, between now and 2010, Leucan will need to distinguish itself to maintain its great visibility and growing popularity, with an aim to meet all strategic and financial objectives. The repositioning means Leucan's public image will continue to centre on hope – an image that has been extraordinarily successful. But Leucan will also be required to establish a public image that is based on its actions, so that the general public, the organization's partners and donors will be informed about the accomplishments and success stories involving the work done with children with cancer and their families, as well as Leucan's ongoing support to pediatric oncology centres in Quebec.

The Shaved Head Challenge brought top visibility throughout the province

Leucan enjoyed unparalleled visibility in 2006-2007, in large part thanks to the massive support and solidarity shown by all Quebecers during the *Shaved Head Challenge*. Between April and July of 2006, a total of 503 articles appeared in the print media – a 76 per cent increase over the previous year. The *Shaved Head Challenge* was also the subject of 150 radio and 81 television spots. Radio-Canada's popular *Tout le monde en parle* television show of April 23, 2006, which featured Antoine Bertrand – who spoke of his involvement as the spokesperson for the *Shaved Head Challenge* – had major positive repercussions on Leucan's image. The **Canadian Traffic Network** offered, free of charge, more than 600 10-second public service announcements about the Challenge. This gesture also increased the event's visibility and sparked growing interest among many Montrealers who participated in the Challenge. Throughout the year, 119 free advertisements appeared in the print media – an increase of 83 per cent over the previous year.

The Montreal Canadiens team up with Leucan

In January 2007, Leucan received a major financial boost and unique visibility when the Montreal Canadiens Hockey Club teamed up with the organization during cancer awareness month. For the third consecutive year, the Canadiens dedicated a game to the children of Leucan, inviting about 50 children and their families in 25 luxury suites exclusively set aside for these special guests. Meanwhile, the *Blankie For Gabie* campaign was also a success, with 300 new plush blankets donated to children at the four pediatric oncology centres in Quebec – a 30 per cent increase over the previous year.

Friend For a Day campaign brightens the lives of children with cancer

Launched in May 2005, *Friend For a Day* is a project in which Leucan's children or adolescents can spend a brief moment with a celebrity. It is an opportunity that can make a big difference in the life of a Leucan's child who is battling cancer. Since its inception, the project has resulted in 15 children spending quality time with a famous person. In 2006-2007, there were four such encounters:

- Karollane, 15, was **Stéphane Rousseau's** special guest during one of his performances in May 2006. She was also given an exclusive guided tour by Mr. Rousseau.
- Christine, 20, accompanied actress **Sophie Cadieux** during the rehearsal of the play, *La fête sauvage*, in June 2006, before going out for coffee and a chat with the famous actress.
- In July 2006, the Orchestre Métropolitain du Grand Montréal and conductor **Yannick Nézet-Séguin** welcomed Laurie Bei, 15, at both their morning rehearsal and the concert that same evening.
- Sacha, 19, attended the November 2006 *Mars et Vénus* show, starring **Sylvain Larocque**. He got a chance to go backstage to meet with the comedian and writer before the performance.



Board of Directors

Martine Carré
President

Joé Harvey
First Vice-President

Vincent Joli-Coeur
Second Vice-President

Marie-Hélène Primeau
Treasurer

Camille de Varennes
Secretary

Ginette Charest (non-voting member)
Suzanne Colello
Michel Hébert
André Houle
Anne-Marie LaBerge
Jean-Denis Laprise
Jacques Lefresne
Glen Murphy
Guy Pilote
Louis Roy

Presidents – Regional Management Committees

Leucan Abitibi-Témiscamingue
Leucan Estrie
Leucan Lanaudière
Leucan Laurentides
Leucan Mauricie-et-Centre-du-Québec
Leucan Montérégie
Leucan Outaouais
Leucan Région Québec
Leucan Saguenay-Lac-Saint-Jean

Norman Laflamme
Louis Marchessault
Isabelle Laforest
Guy Pilote
Lyne Thiffault
Michel Nadeau
Jasmin Bergeron
Jean Simoneau
Jean-Denis Laprise

Administration*

Ginette Charest	Executive Director
Sylvie Boyer	Director of Communications and Public Relations
Frédérique Cardinal	Director of Financial Development
Daniel Latulippe	Regions Director
Lyse Lussier	Director of Programs, Services and Research
Lorraine Godin	Director of Finances, Administration and Human Resources

*Personnel as of March 31, 2007.





Healing Life Together

leucan 

ASSOCIATION FOR CHILDREN
WITH CANCER

5800 Saint-Denis Street, Suite 505
Montreal (Quebec) H2S 3L5
Tel.: 514 731-3696
1 800 361-9643
Fax: 514 731-2667
info@leucan.qc.ca
www.leucan.qc.ca